

**TOPIC:**

**Brainstorming session: What are you wanting to talk about? What all can you say about it? What would represent the topic best visually?**

## **Creative / Production**

<b><u>Content Type</u></b>	<b><u>Primary Purpose</u></b>
Blog	Informal, personal perspective. Allows you to be more open and connect more personally with your audience.
Article:	Formal, Structured Reporting: Who, what, when, where, why and How. Citing evidence and related content and sources
Interview:	Interview: Who do you know or could reach out to for additional perspective on the topic? Could you record the interview for a podcast?
Graphics:	Graphics: Logo's, photo's, meme's – Enhances presentation as well as easy to share on micro socials
Podcast:	Podcast: To Tell a story about the story incorporating elements from articles and interviews when applicable.
Video:	Length Matters. Each length has a specific purpose that turns casual observers into dedicated fans. :15 – Social Media – Good for the attention span of average social media viewers that may generate more interest. :30 – Promotional – Those with an interest in more will be far more inclined to engage and click through. 3:00 – Short Form Presentation – This is your first level audience. They really like you and what you do. 30:00 (and longer) – Long Form Presentation – Perfect for streaming platforms. This is your committed, captured audience.

## **Monetization / Promotion:**

**A job well done brings satisfaction that is priceless. A pat on the back feels great!  
Money however makes the world go round. Think about it now.**

Merchandise: Physical, Digital and On Demand products, goods and services

Affiliate Links: What products can you recommend in conjunction with this content?

Advertisers: Who would benefit from this content?